

ORDER



WOOD

Orders
Order / Rev: 216094
Alt Order #: 6866088
Product Desc: JUSTIN AMASH FOR
Estimate:
Flight Dates: 10/24/12 - 10/30/12
Original Date / Rev: 10/22/12 / 10/22/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Strategic Media Services
Buying Contact:
Billing Contact:
 3299 K Street NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Amash For Congress
Demographic: A35+
Product Codes: PL1
Priority: P3
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: IN16641
Agency External ID: IN13871/SP2622/AL1146

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	23	\$16,275.00	\$13,833.75
10/29/12	10/30/12	15	\$11,225.00	\$9,541.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	23	\$16,275.00	\$13,833.75	0.00
November 2012	15	\$11,225.00	\$9,541.25	0.00
Totals	38	\$27,500.00	\$23,375.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOOD	10/25/12	10/25/12	6am Daybreak 6am Daybreak	CM	6-7a	---T---	:30	1	\$650.00	P3	0.00	NM	1	\$650.00
				6A NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---T---		1				\$650.00		0.00			
E 2	WOOD	10/29/12	10/29/12	6am Daybreak 6am Daybreak	CM	6-7a	M-----	:30	1	\$650.00	P3	0.00	NM	1	\$650.00
				6A NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		1				\$650.00		0.00			
E 3	WOOD	10/24/12	10/26/12	Today Show M-F Today Show	CM	658-9a	--WTF--	:30	3	\$650.00	P4	0.00	NM	3	\$1,950.00
				TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3				\$650.00		0.00			
E 4	WOOD	10/29/12	10/30/12	Today Show M-F Today Show	CM	658-9a	MT-----	:30	2	\$650.00	P4	0.00	NM	2	\$1,300.00
				TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----		2				\$650.00		0.00			
E 5	WOOD	10/24/12	10/26/12	Today Show 2 Today Show 2	CM	9-10a	--WTF--	:30	3	\$300.00	P4	0.00	NM	3	\$900.00
				TODAY 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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Advertiser: POL/Amash For Congress
 Product Desc: JUSTIN AMASH FOR
 Estimate: WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	WOOD	10/24/12	10/26/12	Today Show 2 Today Show 2	CM	9-10a	--WTF--	:30	3	\$300.00	P4	0.00	NM	3	\$900.00
TODAY 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$300.00		0.00			
E 6	WOOD	10/29/12	10/30/12	Today Show 2 Today Show 2	CM	9-10a	MT-----	:30	2	\$300.00	P4	0.00	NM	2	\$600.00
TODAY 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$300.00		0.00			
E 7	WOOD	10/24/12	10/26/12	Noon News News 8 @ Noon	CM	12-1p	--W-F--	:30	2	\$450.00	P3	0.00	NM	2	\$900.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W-F--					2	\$450.00		0.00			
E 8	WOOD	10/29/12	10/30/12	Noon News News 8 @ Noon	CM	12-1p	MT-----	:30	2	\$450.00	P3	0.00	NM	2	\$900.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$450.00		0.00			
E 9	WOOD	10/25/12	10/25/12	M-F 3-4p Dr Oz	CM	3-4p	---T---	:30	1	\$125.00	P4	0.00	NM	1	\$125.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$125.00		0.00			
E 10	WOOD	10/30/12	10/30/12	M-F 3-4p Dr Oz	CM	3-4p	-T-----	:30	1	\$125.00	P4	0.00	NM	1	\$125.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$125.00		0.00			
E 11	WOOD	10/24/12	10/26/12	M-F 5p News M-F News 8 @ 5p	CM	5-530p	--W-F--	:30	2	\$675.00	P4	0.00	NM	2	\$1,350.00
5P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W-F--					2	\$675.00		0.00			
E 12	WOOD	10/29/12	10/30/12	M-F 5p News M-F News 8 @ 5p	CM	5-530p	MT-----	:30	2	\$675.00	P4	0.00	NM	2	\$1,350.00
5P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$675.00		0.00			
E 13	WOOD	10/25/12	10/26/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	---TF--	:30	2	\$1,150.00	P3	0.00	NM	2	\$2,300.00
530P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--					2	\$1,150.00		0.00			
E 14	WOOD	10/30/12	10/30/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	-T-----	:30	1	\$1,150.00	P3	0.00	NM	1	\$1,150.00
530P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$1,150.00		0.00			
E 15	WOOD	10/24/12	10/26/12	M-F 6p News M-F News 8 @ 6p	CM	6-630p	--WTF--	:30	3	\$1,125.00	P4	0.00	NM	3	\$3,375.00
6P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$1,125.00		0.00			
E 16	WOOD	10/29/12	10/30/12	M-F 6p News M-F News 8 @ 6p	CM	6-630p	MT-----	:30	2	\$1,125.00	P4	0.00	NM	2	\$2,250.00
6P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$1,125.00		0.00			
E 17	WOOD	10/27/12	10/27/12		CM	9-10p	-----S-	:30	1	\$450.00	P4	0.00	NM	1	\$450.00

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WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sat Hour 2											
				Saturday 9-10p											
INSIDE EDIT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-		1			\$450.00			0.00			
E 18	WOOD	10/24/12	10/26/12	LN M-F	CM	11-1135p	--W-F--	:30	2	\$1,450.00	P3	0.00	NM	2	\$2,900.00
				M-F News 8 @ 11											
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	--W-F--		2			\$1,450.00			0.00			
E 19	WOOD	10/29/12	10/30/12	LN	CM	11-1135p	MT-----	:30	2	\$1,450.00	P3	0.00	NM	2	\$2,900.00
				M-Su Late News Rotator											
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----		2			\$1,450.00			0.00			
E 20	WOOD	10/27/12	10/27/12	Daybreak Sat @7am	CM	658-8a	-----S-	:30	1	\$275.00	P4	0.00	NM	1	\$275.00
				Daybreak Sat@7am											
DAYBREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-		1			\$275.00			0.00			
E 21	WOOD	10/28/12	10/28/12	Today Show Su	CM	758-9a	-----S	:30	1	\$600.00	P4	0.00	NM	1	\$600.00
				Today Show Sunday											
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S		1			\$600.00			0.00			
E 22	WOOD	10/28/12	10/28/12	NFL 11p News	CM	1130-12a	-----S	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
				Sun 11p News (NFL)											
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S		1			\$500.00			0.00			
													Totals	38	\$27,500.00